Mostafa Amin

Brand Designer

M–A

Let's Connect
+966 536036196

IG – bymostafaamin
Bē – mostafaamin

Last update
2026

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Portfolio

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For over 18 years, I've been crafting brand identities that bridge the gap between strategy and art.

My expertise is deeply rooted in visual systems, with a strong focus on custom Arabic typography and lettering.

Crafting words that don't just read well, but actually feel like the brand itself.

I don't just hand over a design and walk away; my years of hands-on experience in printing and production mean I know exactly how to guide a concept from a rough sketch to a beautifully finished product.

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Trust isn’t bought; it’s built on feeling seen. When a brand truly gets its audience, a connection happens.

Head Of Design
@BIM Venture / Saudi Arabia
2025 – Present

Head Of Design
@Serb Studio / Saudi Arabia
2022 – 2024

S.Art Director
@MM–Brand / Bahrain
2020 – 2022

Art Director
@Rayat Brands / Egypt branch
2017 – 2020

Art Director
@Senyar Group / Kuwait
2014 – 2017

Senior Designer
@Mo – Branding / saudi arabia
2011 – 2014

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Success isn't a one-man show.
We design better, build stronger,
and go further together.

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Skills & Expertise

• Branding Expertise

Art Direction
Creative Concept
Logo Design
Brand Typeface
Layout System
Brand Identity
Packaging
Brand Guideline

• Softwares

Adobe Photoshop
Adobe Illustrator
Adobe Indesign
Kelk Calligraphy
Glyphys App
Microsoft Office
Adobe Firefly
Nano Banana

• Editorial Skills

Creative Cover
Brochure
Catalog
Company Profile
Magazine
Journal AD
Posters

• Featured Projects

- Gr feature for Sakr–Soft–Font.
- Gr feature for Logos–Marks.
- Gr feature for Trademarks–2020.
- IN feature for Trademarks–2020.
- Gr feature for Hibrayer–2022
- Gr feature for Trademarks–2021
- Gr feature for lazaez–Branding
- Gr feature for Logo–selection–2016
- Gr feature for pro–shine–Branding
- Gr feature for 29–Arabic–Calligraphy
- Gr feature for 10–Arabic–typography
- Packaging of the world feature Lola bakery
- Adobe Illustrator feature for Trademarks .
- Features at cairo mockingbird (+ 1M) .

01 Branding

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Nua™

Track your food intake and achieve your goals with Nua's AI-powered "Secret" feature, your dedicated companion that keeps you committed to your health journey.

Simply take a photo of your meal or manually log it, and Nua instantly calculates your calorie intake and nutritional values.

2025

Health App

Saudi
Arabia

• Scope

Brand Strategy
Logo Design
Brand Identity
Packaging
Brand Guideline

NUA

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NUN

نـــوا

9:41
أهلاً بك،
مصطفي
الجمعة
26
ابدأ أول خطوة 🚀
0
ستريك
0/30
متبقي 30 يوم وتقفل هدفك
كيف وضعك الصحي اليوم
2258
سعرة محروقة
عدد خطواتك
3865
خطوة
أكلك اليوم
0
سعرة
الرئيسية
إنجازاتك
وجباتك
حسابك
9:27
تخطي
حياك الله مصطفي!
خلّنا نعرفك أكثر بنوا
صممنا نوا لعدة أسباب، منها
ونتابعك لأجل ما تقطع علينا
13
ستريك
نوا توحد أكلك ونومك وخطواتك
بتجربة سهلة وتساعدك تستمر
9:29
تخطي
وش رأيك نجرب شئ
وش كلت اليوم؟
عادي تسجل أي شئ ، مندي او اي شئ

صحتك بالعربية
بدون لخبطة.

@Nua_app

Track your food intake and achieve your goals with Nua`s AI-powered Secret feature

Thara™

THARA is a luxury furniture brand offering a complete experience that blends refined design, exceptional craftsmanship, and authentic Arab identity for customers seeking distinction and long-term value.

2026

luxury furniture

Saudi
Arabia

• Scope

Logo Design
Brand Identity
Brand Guideline
Social Media

THARA

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THARA ذَرَى

Crafted
for the way people live

RAHAF ABDALLAH
RAHAF@THARA.SA
+966 55 431 6372
THARA.SA

Designed for living
Built for lasting impressions
Thara.sa
Saudi Arabia
2026

Thara.sa 2026

WE DESIGN SPACES PEOPLE WANT TO STAY IN.

ذَرَى™
THARA

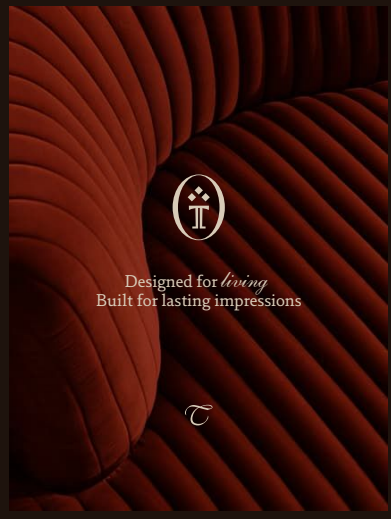
Thara.sa 2026

WE DESIGN SPACES PEOPLE WANT TO STAY IN.

ذَرَى™
THARA

THARA ذَرَى

THARA.SA



Thara.sa Saudi Arabia 2026

SCRF™

The Saudi Camel Racing Federation is the official governing body dedicated to advancing camel racing in Saudi Arabia while preserving one of the Kingdom's most iconic cultural traditions.

Through world-class events, strategic initiatives, and innovation, the federation promotes the sport globally and supports its sustainable growth in alignment with Saudi Vision 2030.

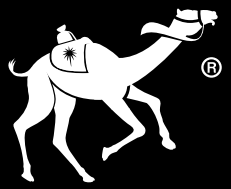
2025

Racing Federation

Saudi
Arabia

• Scope

Brand Strategy
Logo Design
Brand Identity
Brand Guideline



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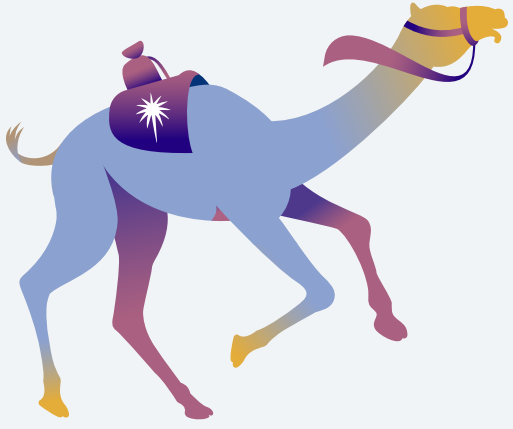
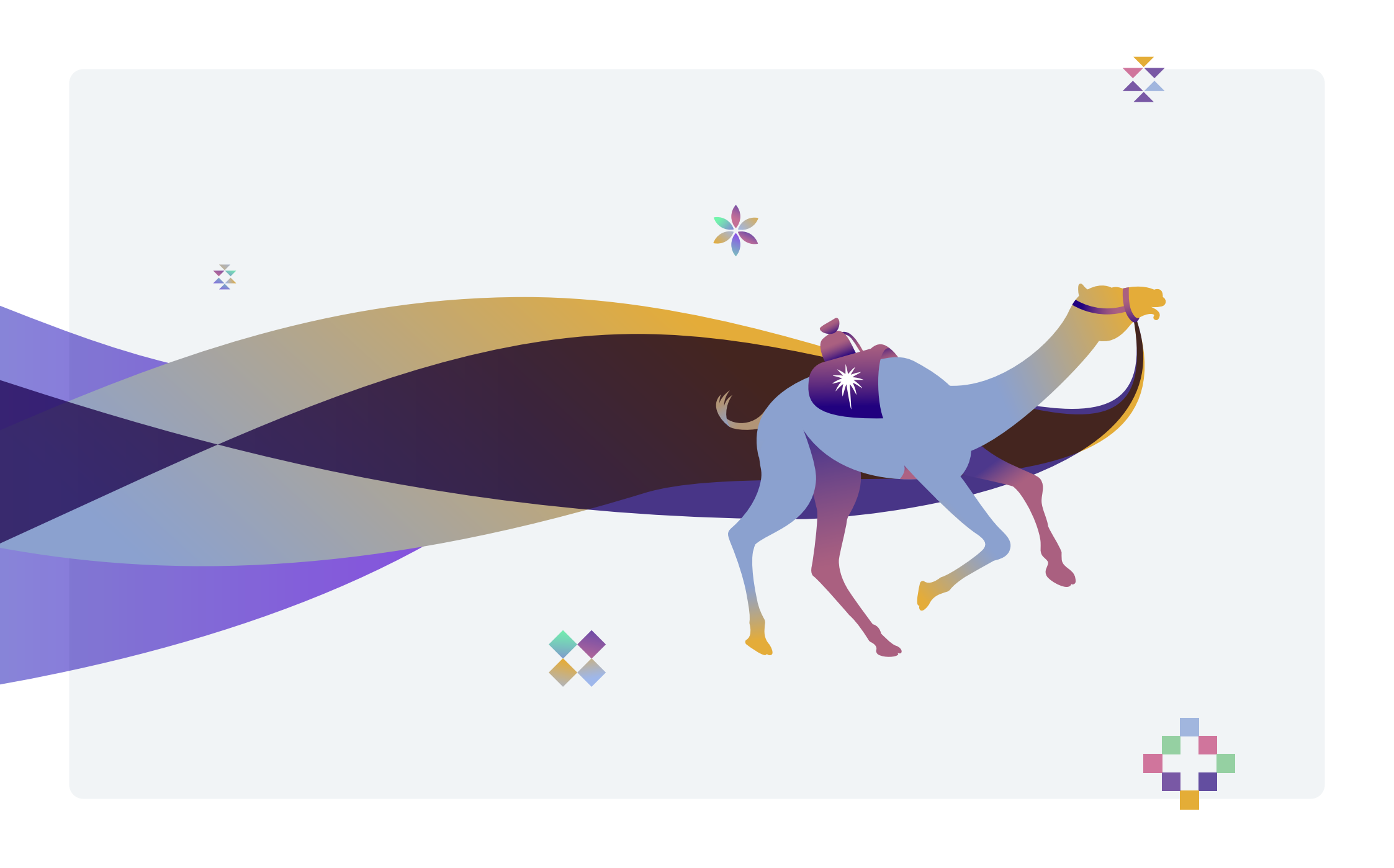


الاتحاد السعودي للهجن

SAUDI CAMEL FEDERATION



Competition
Schedule available
on our website.
scrf.sa
الاتحاد السعودي للهجن
SAUDI CAMEL FEDERATION

الاتحاد السعودي للهجن
SAUDI CAMEL FEDERATION
إرث نفخر به،
وجمال نحتفي به
scrf.sa

الاتحاد السعودي للهجن
SAUDI CAMEL FEDERATION
scrf.sa

No. 0001
09.08.2020
No. 0001
09.08.2020
No. 0001
09.08.2020
الاتحاد السعودي للهجن
SAUDI CAMEL FEDERATION
09.08.2020
No. 0001

Algoat™

Algoat is a specialized sports supply company providing high-quality equipment and solutions for sports facilities across all disciplines.

We serve clubs, schools, academies, government entities, and private organizations with carefully selected products that meet international standards of quality, safety, and performance.

2018

Sports supplier

Saudi
Arabia

• Scope

Brand Strategy
Logo Design
Brand Identity
Packaging
Brand Guideline

الهوت

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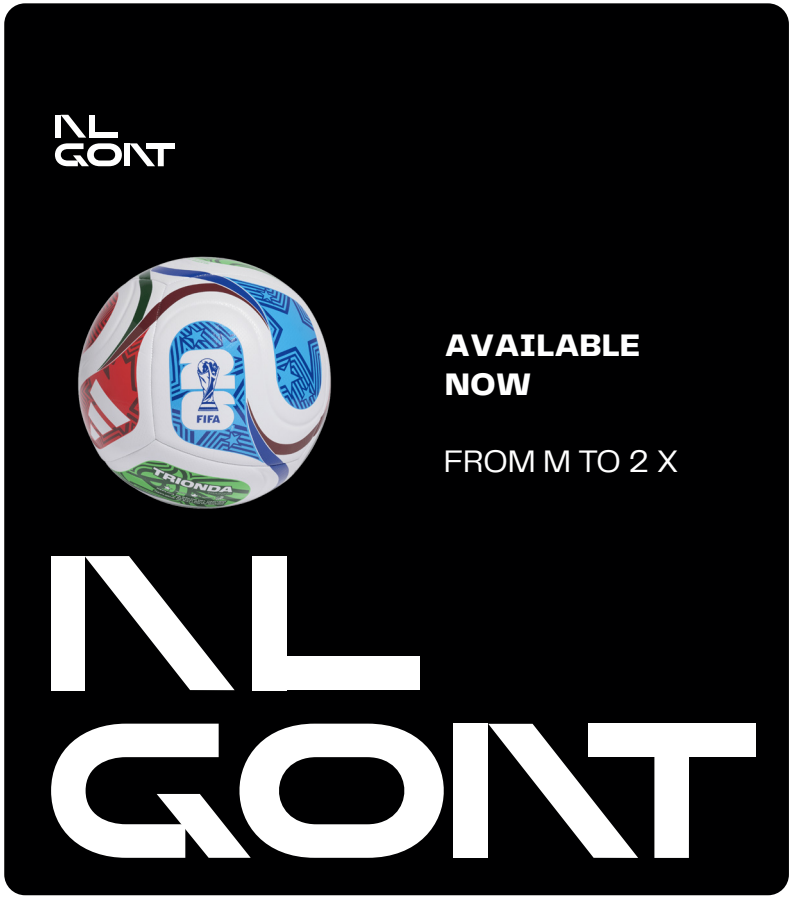
specialized sports supply company providing
high-quality equipment and solutions for sports
facilities across all disciplines.


AVAILABLE
NOW
FROM M TO 2 X

AVAILABLE
NOW
FROM M TO 2 X
ALGOAT.COM

AVAILABLE
NOW
ALGOAT.COM

2h ago
AVAILABLE
NOW
FROM M TO 2 X

2h ago
AVAILABLE
NOW
FROM M TO 2 X

AVAILABLE
NOW
SIZE 5
SIZE 2
AVAILABLE
NOW
HIGH-QUALITY
COMFORTABLE
SOFT NECKLINE
AVAILABLE
NOW
110 ML
200 ML

AVAILABLE
NOW
FROM M TO 2X
5
ALGOAT.COM

1000 ml
1000 ml

AVAILABLE
NOW
FROM **110** TO **2500** ML

order now

algoat.com

ALGOAT

AVAILABLE
NOW
FROM **95** TO **105 SQ.IN**

order now

algoat.com

ALGOAT

AVAILABLE
NOW
FROM **41** TO **47 IN**

order now

algoat.com

ALGOAT

Blomal™

Bloomall is an investment distribution platform that allows investors to access a variety of opportunities in private and public funds.

We simplify the investment process by enabling seamless subscriptions to professionally managed funds, all through a single investment account.

2021

investment platform

Saudi
Arabia

• Scope

Brand Strategy
Logo Design
Brand Identity
Packaging
Brand Guideline

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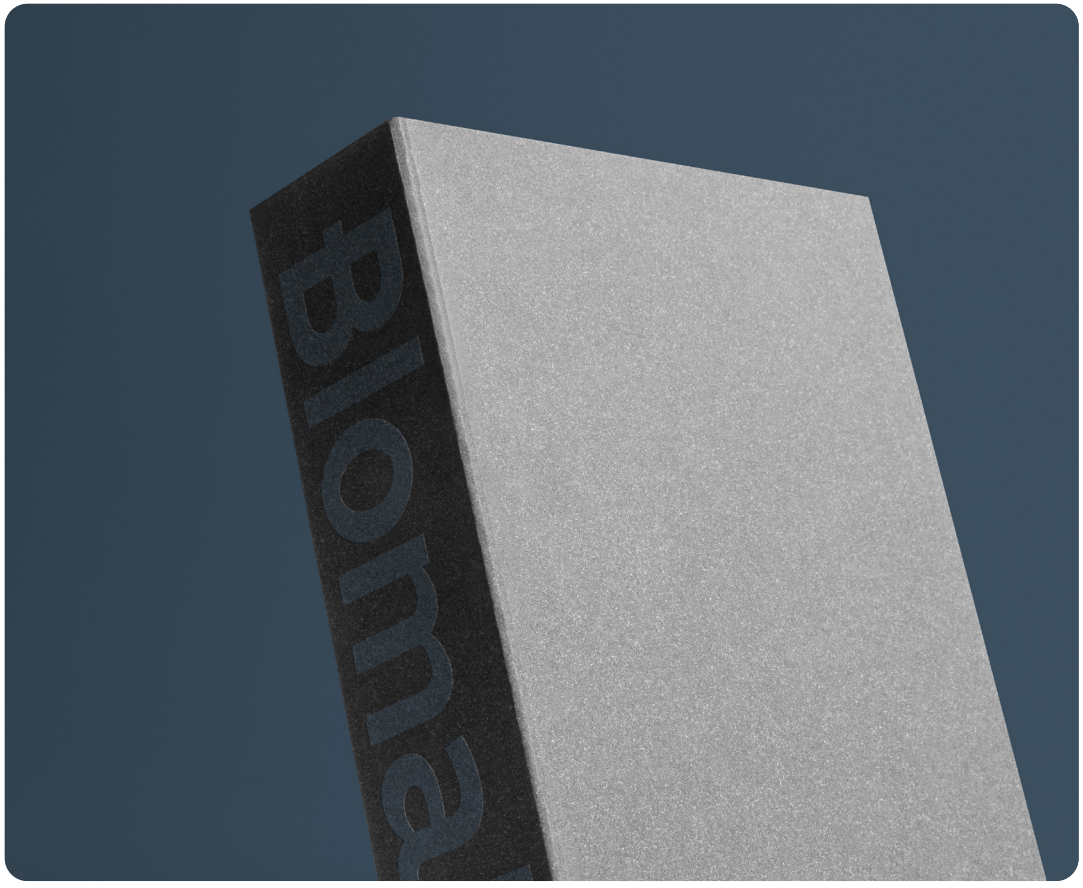
Blomal Capital
بلومـــال الماليـــة



Blomal

عبور نحو
الفرص الجديدة

Blomal.sa

Following

Blomal | بلومال

@Blomal_sa

جسركم الموثوق للفرص النوعية في الأسواق الخاصة. صممنا
لكم رحلة استثمارية رقمية.. انسيابية، شفافة، وآمنة.

Saudi Arabia Blomal.sa

Joined October 2021

Your trusted bridge
to quality opportunities in specialized markets.

@Blomal_sa Saudi Arabia 2021

اكتشف عالمًا من الفرص.

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لماذا يختار المستثمرون بلومال؟

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Ash Sheraa Dist, Jeddah, 23816
www.Blomal.sa
Discover
Endless
Opportuniti
Blomal
www.Blomal.sa

Refaat ismail
Marketing

اكتشف عالمًا
من الفرص.
@Blomal_sa
Saudi Arabia
2021

Aroovia™

Aroovia is a modern travel and hospitality booking platform designed to simplify the way users discover and reserve unique accommodation experiences.

From city apartments and beachfront villas to mountain cabins and holiday homes, the platform offers a diverse selection of stays tailored to different travel needs and lifestyles.

2023

Travil

Saudi
Arabia

• Scope

Brand Strategy
Logo Design
Brand Identity
Brand Guideline

aroovia™

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aroovia™

”

وجهتك هي بيتك

احجز أو اعرض عقارك الآن مع اروفيا

aroovia.com

عندك عقار وتفكر تاجره؟

سجل عقارك معنا وحوله لمصدر دخل إضافي!
انضم لـ اروفيا وابدا تاجير عقارك بسهولة.

اروفيا
TM

احجز الآن

بخطـوات بسيطـة

aroovia.sa

aroovia

لمـــاذا
اروفيـــا

Aura™

Aura Spectrum is a multidisciplinary creative and production company specializing in delivering immersive brand experiences through event management, exhibitions, digital experiences, and integrated marketing solutions.

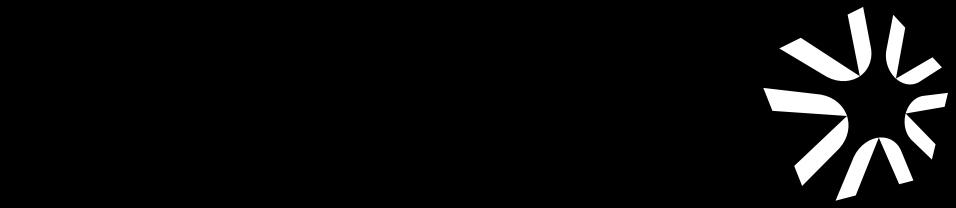
2021

Business Solutions

Saudi
Arabia

• Scope

Logo Design
Brand Identity
Brand Guideline



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Aura™

Aura™
أبعادٌ
متكاملة
لحلول
الأعمال.
www.aura.sa
@auraspectrum_sa

aol@aura.sa
+966562009796
www.aura.sa
Aura™

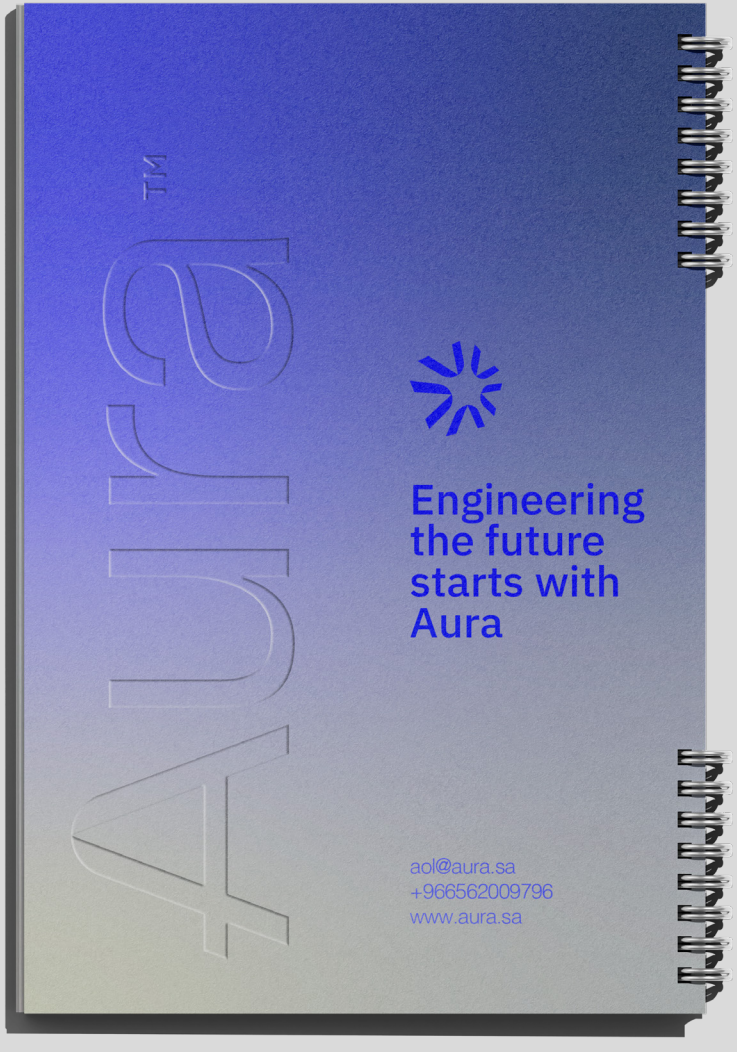
The spectrum that
unites strength
and diversity
www.aura.sa
aol@aura.sa
AURA Spectrum
Aura

Aura™

لتصنع مستقبلاً
لا يقبل التجزئة.

Aura™

aura.sa



Ayas Hotel™

AYAS Hotel is a contemporary hospitality destination that blends comfort, elegance, and functionality to deliver a seamless guest experience.

Designed to meet the needs of both business and leisure travelers, the hotel offers modern accommodations, thoughtfully designed interiors, and high-quality services in a welcoming atmosphere.

2023

Hospitality

Saudi
Arabia

• Scope

Brand Strategy
Logo Design
Brand Identity
Packaging
Brand Guideline

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/ Portfolio

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AYAS HOTEL & LOUNGE
أياس
AYAS
Hotel
BY SUKNAI

أياس

AYAS

Hotel

by SURNAI

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper susce dolor in duis dolore te feugait nulla facilisi.

أياس AYAS

ayashotel.sa
www.ayashotel.sa

FRESH HAPPINESS RETREAT

Luxury is at the
core of our vision

BY SUKNAI

AYAS HOTEL & LOUNGE

Luxury is at the
core of *our vision*

اسم الموظف
Employee Name
المسمى الوظيفي
Position Name
AYAS HOTEL & LOUNGE
info@ayas.com
920000322
Riyadh 11677, | Saudi Arabia
ayashotel.com

Arjan™

Arjan is a forward-thinking real estate company dedicated to creating high-quality residential developments that combine modern architecture, exceptional craftsmanship, and long-term investment value.

2024

Real estate

Saudi
Arabia

• Scope

Brand Strategy
Logo Design
Brand Identity
Packaging
Brand Guideline

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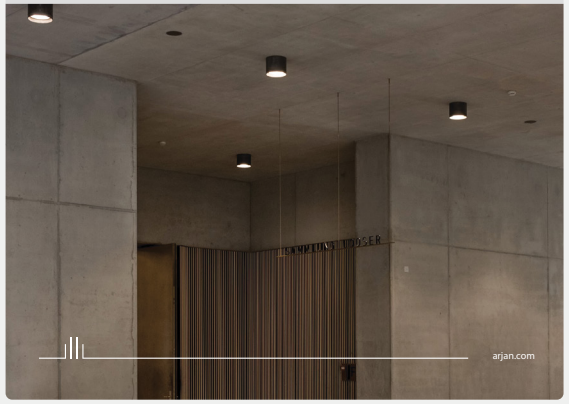
ارجان
ARJAN

Constructed with the highest quality materials and featuring meticulous craftsmanship, ensuring durability and aesthetic appeal.

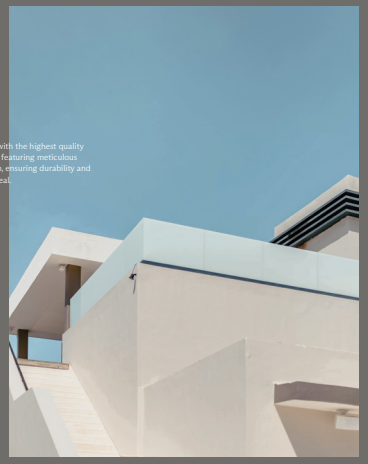
Where Life Meets Lifestyle

Constructed with the highest quality materials and featuring meticulous craftsmanship, ensuring durability and aesthetic appeal.



arjan.com

Constructed with the highest quality materials and featuring meticulous craftsmanship, ensuring durability and aesthetic appeal.



Where Elegance Meets Excellence

arjan.com

Where Life Meets Lifestyle

Constructed with the highest quality materials and featuring meticulous craftsmanship, ensuring durability and aesthetic appeal.

WHERE ELEGANCE
MEETS EXCELLENCE
Constructed with the highest quality materials and featuring meticulous craftsmanship, ensuring durability and aesthetic appeal.
arjan.sa

WHERE ELEGANCE
MEETS EXCELLENCE
Constructed with the highest quality materials and featuring meticulous craftsmanship, ensuring durability and aesthetic appeal.

WHERE ELEGANCE
MEETS EXCELLENCE
Constructed with the highest quality materials and featuring meticulous craftsmanship, ensuring durability and aesthetic appeal.
arjan.sa
ARJAN ارجان
arjan.sa
ARJAN ارجان
ARJAN ارجان

bynh™

By connecting clients with a wide network of Ministry of Justice licensed lawyers, the platform provides legal consultations, contract services, documentation solutions, and specialized legal support through a seamless and secure digital experience.

2022

Digital legal platform

Saudi
Arabia

• Scope

Brand Strategy
Logo Design
Brand Identity
Brand Guideline

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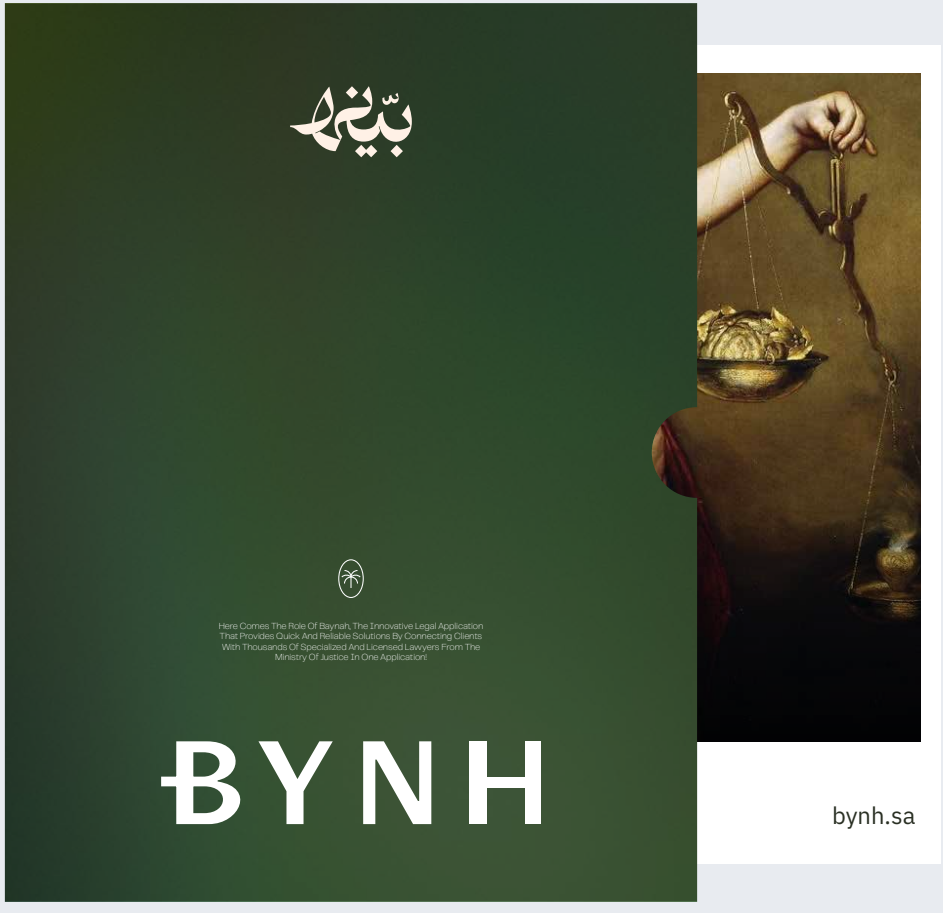
BYNH

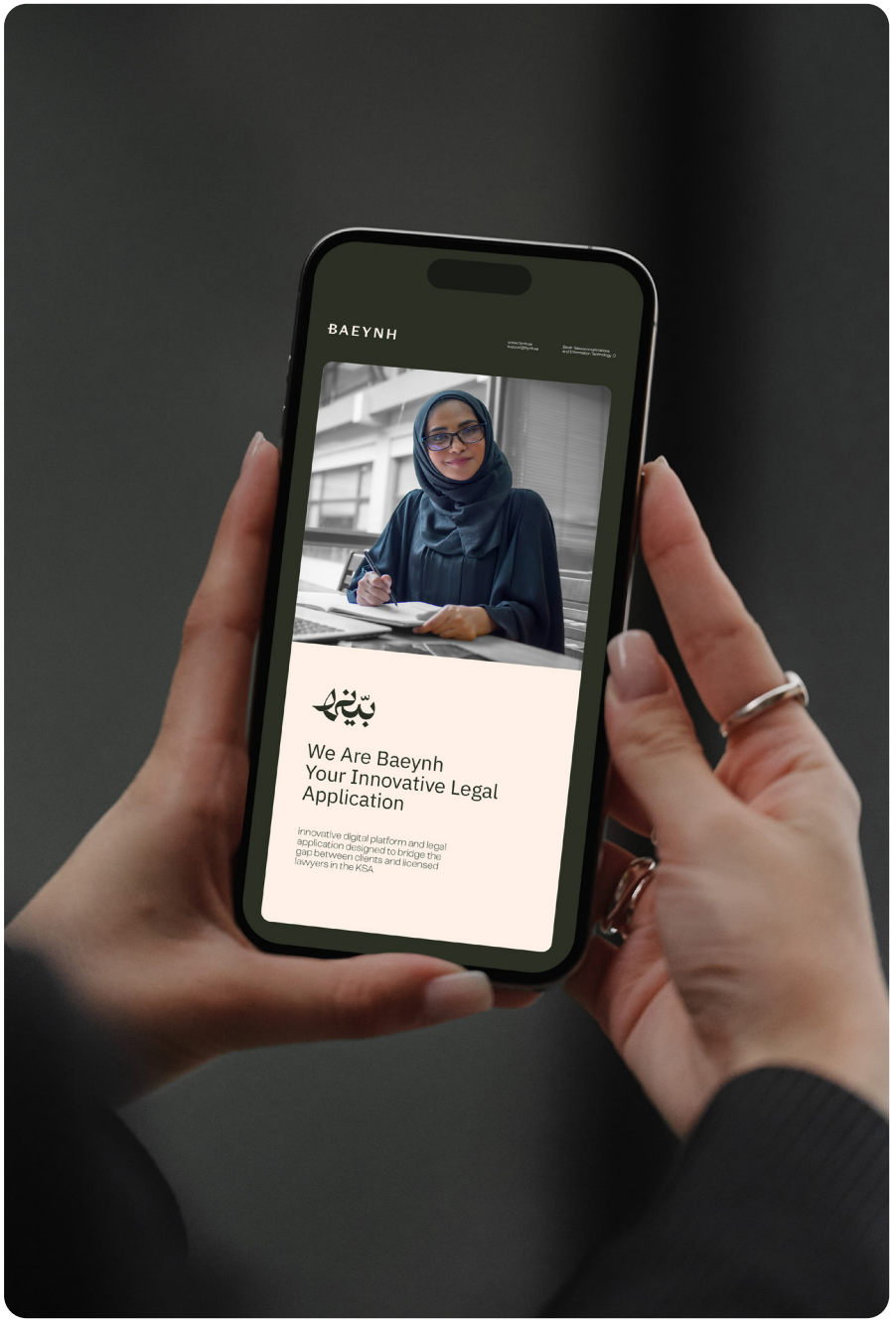
WWW.BYNH.SA

Here Comes The Role Of Baynah, The Innovative Legal Application That Provides Quick And Reliable Solutions By Connecting Clients With Thousands Of Specialized And Licensed Lawyers From The Ministry Of Justice In One Application!

bynh.sa

BAEYNH
We Are Baeynh
Your Innovative Legal
Application
innovative digital platform and legal
application designed to bridge the
gap between clients and licensed
lawyers in the KSA


بيّنه
Here Comes The Role Of Baynah, The Innovative Legal Application That Provides Quick And Reliable Solutions By Connecting Clients With Thousands Of Specialized And Licensed Lawyers From The Ministry Of Justice In One Application!
BYNH
bynh.sa


BAEYNH
بيّنه
We Are Baeynh
Your Innovative Legal
Application
innovative digital platform and legal application designed to bridge the gap between clients and licensed lawyers in the KSA

Farwan™

Farwan is an Iranian-style restaurant that brings the authentic taste of Persian cuisine to a modern dining experience.

Blending traditional recipes, premium ingredients, and warm hospitality, farwan offers a refined atmosphere where every meal reflects the richness of Iranian culture and culinary heritage.

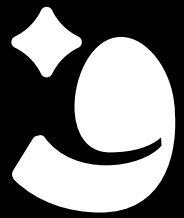
2023

F&B

Saudi
Arabia

• Scope

Brand Strategy
Logo Design
Brand Identity
Packaging
Brand Guideline



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Special rice EST 2024 Grilled chicken

Farawan All the time

Iranian-style Biryani

Barberries

It offers a single meal, which consists of grilled charcoal chicken and steamed Biryani rice, distinguished by the addition of (Iranian barberries).

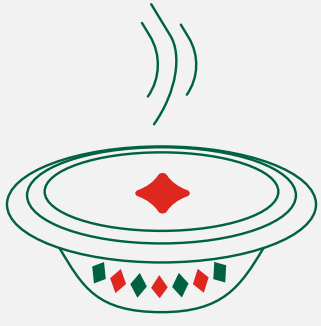
Iran’s

FRWAN-RESTAURANT

Rich

Flavors

طعم ایران



Special rice
EST 2024
Grilled chicken
فروان
All the time
Farawan
عالفحم

Special rice
Grilled chicken
EST 2024
Farawan
All the time
عالفحم
فروان

فروان

Chicken & Rice
EST 2024

DISH NAME 33SR

DISH NAME 13SR

FRWAN-RESTAURANT

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut

33SR

Lorem ipsum dolor sit amet,
consectetuer adipiscing elit, sed diam

DISH NAME

DISH NAME

DELIVERY 1234567890

فروان

Special rice
EST 2024
Grilled chicken
فروان
Farawan
ع الفحم
All the time
Special rice
Grilled chicken
EST 2024
FRWAN-RESTAURANT

ع الفحم
Special rice
Grilled chicken
EST 2024
فروان

Special rice
EST 2024
Grilled chicken
فروان
Farawan
ع الفحم
All the time

فروان
Special rice
Grilled chicken
EST 2024
Farawan
All the time
ع الفحم

ع الفحم

Special rice
EST 2024
Grilled chicken
فروان
Farawan
ع الفحم
All the time

فروان
Farawan
All the time
ع الفحم
Special rice
Grilled chicken
EST 2024

medclicks™

MedClick is a specialized healthcare advertising agency dedicated to helping medical brands, clinics, hospitals, and healthcare professionals build strong, trusted market presence.

By combining strategic marketing, creative branding, and data-driven digital campaigns, the agency delivers effective communication that connects healthcare providers with their audiences while maintaining the highest standards of professionalism and credibility.

2025

healthcare advertising

Saudi
Arabia

• Scope

Brand Strategy
Logo Design
Brand Identity
Brand Guideline

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Med-
Clicks

Amplifying Your Voice - Shouting Your Message Loudly

Med-Clicks

Med-
Clicks
Amplifying Your
Voice—Shouting
Your Message
Loudly
Med-
Clicks

Med-
Clicks

(+966)
55 448 1218

medclicks.sa
hi@medclicks.sa

Saudi Arabia
Riyadh, alhamra

Shouting Your Brand's Story to the Masses

Making Your Brand the Loudest Shout in the Market

medclicks.sa
hi@medclicks.sa

(+966)
55 448 1218

Saudi Arabia
Riyadh, alhamra

Med-Clicks

Hatim Alseef
C.E.O.

(+966)
55 448 1218

medclicks.sa
hi@medclicks.sa

Saudi Arabia
Riyadh, alhamra

Noted™

Noted is a branding agency focused on building distinctive brand identities that inspire recognition and long-term growth.

The agency combines strategic thinking with creative design to develop meaningful visual identities, brand systems, and communication assets that help businesses stand out, connect with their audiences, and build lasting brand value.

2025

healthcare advertising

Saudi
Arabia

• Scope

Brand Strategy
Logo Design
Brand Identity
Brand Guideline

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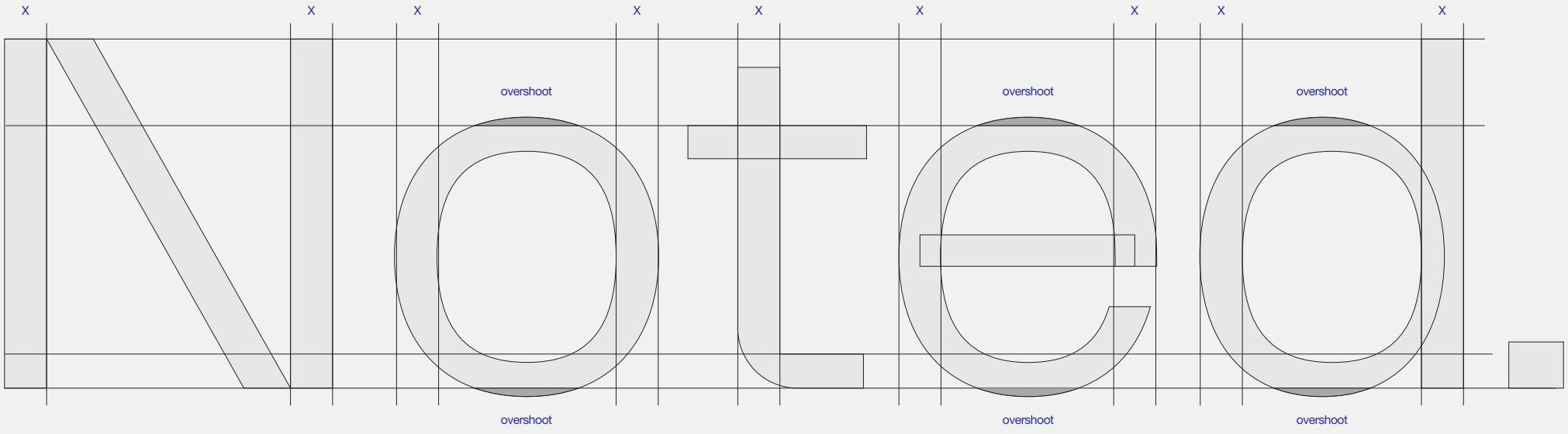
Noted.

نوتد.



In type design, an overshoot is the part of a letterform that extends above or below the vertical dimensions of flatter glyphs. In the Latin script, common characters with overshoots incorporated into their design include the lowercase “o”, which slightly extends above the x-height and below the baseline, and the apex of the uppercase “A”, which extends above the cap height.

The purpose of these overshoots is to create the optical illusion that all letterforms are aligned, whether their tops and bottoms are angled, curved, or flat. Without overshoots, our eyes interpret these characters as appearing shorter than the rest.

Noted.

noted.sa
hi@noted.sa

Scope :
Branding

Date:
Jul 2024

(+966)
59 865 6609

Your Story noted.

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Saudi Arabia
Riyadh, alhamra
Noted.
Your Story NOTED.

Kiela™

An exceptional tea experience that combines the authenticity of traditional Saudi tea with a modern twist, offering upscale services for various occasions.

KIELA showcases the beauty of traditional tea prepared with a contemporary touch, alongside an innovative selection of international teas that cater to all tastes, serving a wide range of tea enthusiasts eager to experience various herbal blends.

2023

traditional Saudi tea

Saudi
Arabia

• Scope

Brand Strategy
Logo Design
Brand Identity
Packaging
Brand Guideline

Mostafa Amin
/ Portfolio

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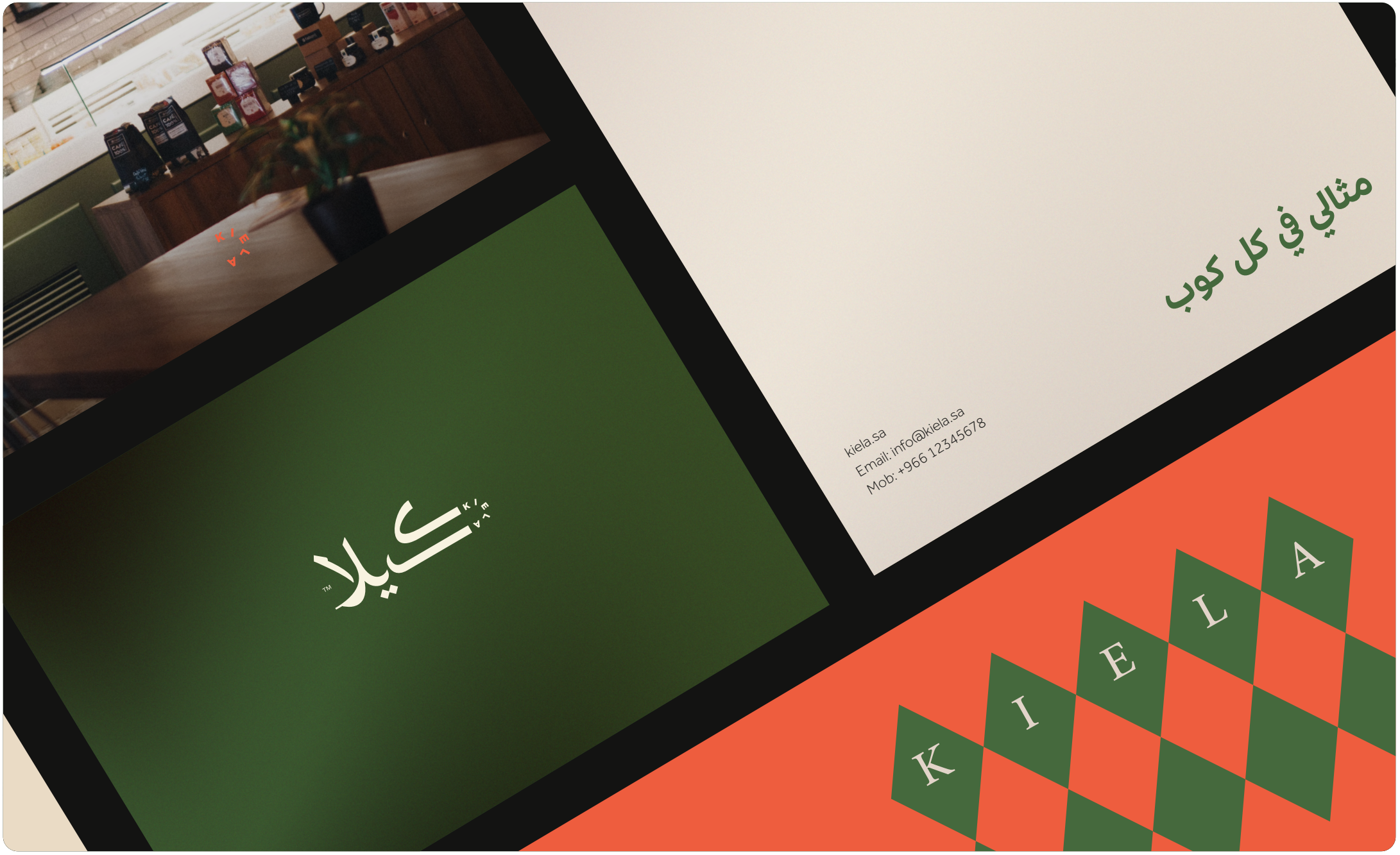
Your Daily Dose of Calm


مثالي في كل كوب
kiela.sa
Email: info@kiela.sa
Mob: +966 12345678
كيلا
K I E L A

An exceptional tea experience that combines the authenticity of traditional Saudi tea with a modern twist, offering upscale services for various occasions. KIELA showcases the beauty of traditional tea prepared with a contemporary touch, alongside an innovative selection of international teas that cater to all tastes, serving a wide range of tea enthusiasts eager to experience various herbal blends.
A Journey in Every Sip
A Journey in Every Sip
A Journey in Every Sip
A Journey in Every Sip

the beauty of traditional tea
prepared with a contemporary touch

@ kiela_sa

A Journey
in Every Sip
کیلا
KILA
TM

02 Logos

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عُقاب
Oqab

مربع

NUN

مُتون
MOT
OON

AZM

Flachez
فلاشز

نوتد.

trm

Qa-
wem

Wills
Business

أنشاني

تركي:
كلينيك

دايس

Bind

TRQEM
ترقيم

انكلود
NKLUD

القوت

Flyte

جامبر
GAMBER

كيور
صيدلية

لوبس

SOLID

fawry.
فوري

Monz
ology

مجلس
شلما
للفكر

دكان
Dukan

GLADSOME
RESTAURANT

اروفيا

KME

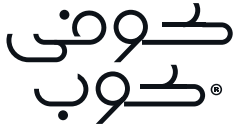
Medu

بسيطة

CUBES

SOLID

شافوه
على



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03 Lettering

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فُرص
FORAS

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الأمير

رتابة
RATABAH

حي حراء الثقافي

04 Illustration

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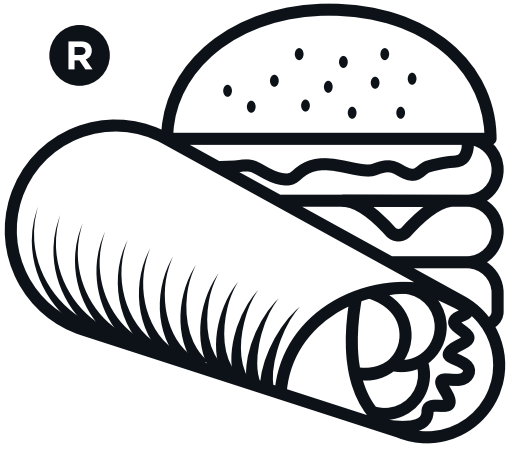

TM

TM

Mostafa Amin
Brand Designer

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–
2026

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Thanks